



## Checklist 6 - PLR Rebranding - Written Content

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Written content is the most flexible form of PLR because you can repurpose it in so many ways. This checklist will reveal how to turn your written content into a product with high perceived value with no hint that it was initially PLR.*

- |   |                                                                                                                                                                                                                         |                          |                          |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | Change the name of the product.                                                                                                                                                                                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Copy the text content and past it in a Google Docs new document. Then go to "Format" in the menu, click and choose "Clear formatting". Now you have a clean document that you can start formatting in any way you want. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Add your own voice to the content. Come with your own case studies, resources and fast action plans.                                                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Flip the content (optional) by turning the text-based content into video, audio, mindmaps, worksheets and checklists.                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Mix the content with other valuable PLR content, adding more value and making the content still more unique.                                                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Add new images, icons and graphics to make the content easier and more interesting to consume.                                                                                                                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Apply full visual rebranding. Not just eCovers and packshots, but also on the PDF files, Slides and videos.                                                                                                             | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



## Checklist 6 - PLR Rebranding - Written Content

*PRO TIP: This is not about re-writing the text as with PLR articles. It's more about adding your own experience and case studies and making it yours.*

*Notes*